

**BELLSOUTH DIRECT CASE**

**WC DOCKET NO. 02-304**

**EXHIBIT 5**

**PART 6 OF 6**

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## **Appendix B**

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## Introduction

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Family Linkage is a robust facility linked with the Corporate Exposure tool that shows you the headquarters, parent and domestic ultimate D-U-N-S number so you can more-accurately assess your AR investments. Alert Services is an add-on product that lets you import and view information from D&B about important changes to your accounts. Together these utilities extend RAM's critical functionality to help you utilize D&B's information services and better manage your credit risk.

- Family Linkage takes the accounts in your database and displays the DUNS number of their headquarters. It will also display the other branch locations that you have in your database. As an add-on, you can purchase the DUNS number of the parent corporation and domestic ultimate.
- Alert Services provides you with changes in vital information that you may need to manage your risk in a fast-paced marketplace.

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## Family Linkage

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Family Linkage is similar to the D&B's Family Tree report, which shows you all other corporate entities that are related to your account. Strictly interpreted, however, Family Linkage is not a family tree because it only displays the accounts that are already a part of your RAM database and the DUNS number of the headquarters. Nonetheless, its power is in its ability to quickly place your account within the greater context of all your accounts.

As an add-on, you can obtain from D&B the DUNS number of the parent and domestic ultimate companies. Otherwise, these fields remain populated with **N/A** on the *Corporate Exposure* screen.

The following steps show you how to view your Family Linkage information in RAM 4.0.

1. Navigate to the *Dossier View* and highlight the D&B Data folder on the Tree Pane along the left side of your screen.

*The D&B Summary screen displays (Figure B-1).*

D&B Summary	
00000001, GORMAN MANUFACTURING COMP	
Business Name:	Gorman Manufacturing Company,
Line Of Business:	2752 COMMERCIAL PRINTING, LITHOGRAPHIC
D&B Rating:	3A3 D-U-N-S: 80-473-5132
Paydex:	74 Indicators: Legals Present
Credit Score:	5 Last D&B Refresh: 12/2/1997
Demographics	
Gorman Manufacturing Company, 482 KOLLER STREET SAN FRANCISCO, CA 94118 (415) 555-8888	
History:	Clear
Business Type:	CORPORATION
CEO:	LESLIE SMITH, PRES
Year of Current Management:	1985
Total Employees:	105

Figure B-1:  
The *D&B Summary* screen.

- Position the cursor over the **D-U-N-S** dialog and click the left mouse button.  
*The Corporate Exposure screen displays (Figure B-2).*

D&B Summary	
00000001, GORMAN MANUFACTURING COMP	
Business Name:	Gorman Manufacturing Company,
Line Of Business:	2752 COMMERCIAL PRINTING, LITHOGRAPHIC
D&B Rating:	3A3 D-U-N-S: 80-473-5132
Paydex:	74 Indicators: Legals Present
Credit Score:	5 Last D&B Refresh: 12/2/1997
<b>Corporate Exposure :</b>	<b>\$18,640.00</b>
Ultimate :	N/A
Parent :	N/A
Headquarter :	N/A

Figure B-2:  
The *Corporate Exposure* screen also serves to display the Family Linkage information.

- If the account has a headquarters, it will appear next to the **Headquarter** label. If this is a company with a single location, **N/A** will appear next to **Headquarter**.
- If you purchase the optional Family Linkage data, the domestic **Parent** and domestic **Ultimate** information will appear next to their respective labels.

✓ **Note:** If either the parent or domestic ultimate happen to be an account in your database, the DUNS number would appear on this screen and you could link to it quickly.

- You can quickly link to an account by double clicking on a row. Or you can highlight the row, click with the right mouse button to reveal its Shortcut Menu, and select the **Go To Account** entry.

*The Corporate Exposure screen displays the related account (Figure B-3).*

**Figure B-3:**  
With the *Corporate Exposure* screen you can quickly link to related accounts and display their information on the *D&B Summary* screen.

- ## Industry Norms

When you purchase Norms, the data is imported into RAM using the exact same tools and procedures as batch refreshes. Exact instructions are provided with your diskette, but following are some basic guidelines for importing and viewing Industry Norm data.

1. Open the *Import* utility through *RAM Administrator* and log into your target database.
2. Open the **Norm** template (the specific name will appear in the instructions).
3. Browse to the data file provided by D&B.
4. Test and run the *Import* procedure.
5. Open RAM and navigate to the **Financials** folder.
6. Double click on the **Norm** statement to open it in View mode.

## Alert Services

---

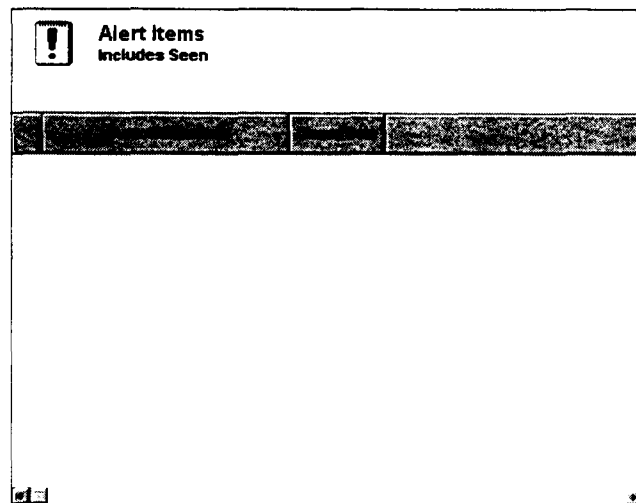
When you purchase the D&B Alert Services product, you have access to recent information changes on your accounts. Using this information in RAM 4.0, you are then better prepared to manage your credit risk.

With Alert Services, you provide D&B with a list of accounts that you'd like to be monitored on a regular basis. Then, D&B collates that data and returns a diskette to you that you can import into RAM and view.



To view your Alerts data, click on the **Alert Items** folder in the Tree Pane along the left side of your screen while in the *Analysis View*.

*The Alert Items screen appears (Figure B-4).*



**Figure B-4:**  
The *Alert Items* screen displays any Alerts that you have received from D&B and imported into your RAM database.

Use the following procedure to import the Alert Services information received from D&B into RAM 4.0.

1. Log into the *RAM Administrator* utility.
2. Right-click on the database on the tree pane along the left side of your screen to reveal its Shortcut Menu.

*The Shortcut Menu appears (Figure B-5).*

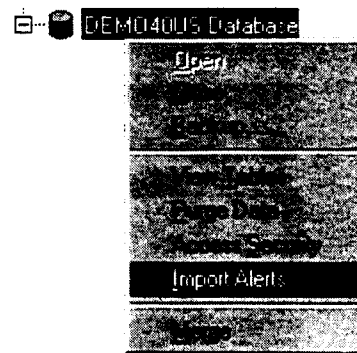


Figure B-5:  
The Shortcut  
Menu contains  
an entry for  
**Import Alerts**.

3. Select the **Import Alerts** entry.

*The RAM – Alert window appears (Figure B-6).*

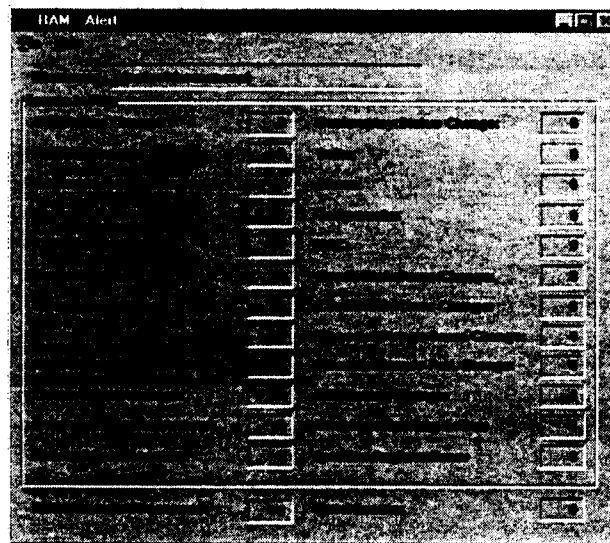


Figure B-6:  
The *RAM – Alert*  
window is the  
main interface for  
importing Alerts  
data into RAM.

4. From the **File** menu select the **Connect** entry.

*The RAM Alert Login window appears (Figure B-7).*

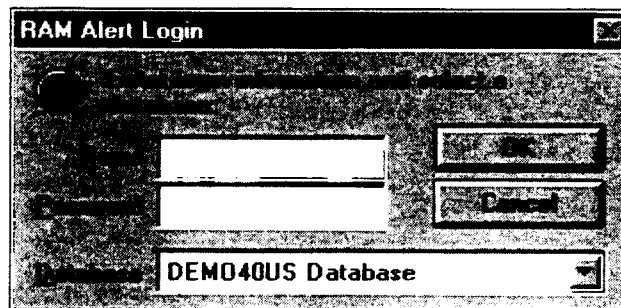


Figure B-7:  
You must use an  
administrative ID  
and password to  
log into the target  
database.

5. Log in to your target database with a UserID and password that has administrative authority.
6. From the **File** menu select the **Open** entry.



7. When the *Open* window appears, select your .CNG file that you received from Dun & Bradstreet (Figure B-8).

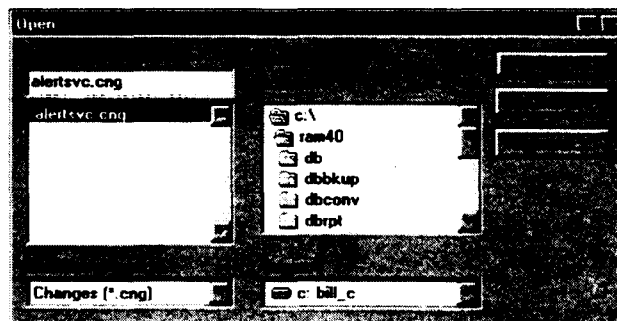



Figure B-8:

The *Open* window lets you locate and select the Alerts .CNG file provided by D&B.

8. Click the  button.
9. As the records are imported, the counters next to each of the 26 categories will be automatically incremented.
10. When processing has completed, a message window appears (Figure B-9).

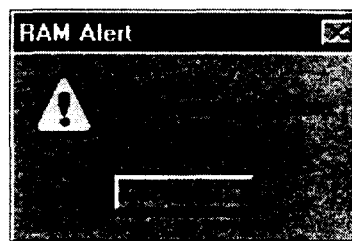



Figure B-9:

This message window signals the end of the import process.

11. Click the  button to close the message window.
12. To close the Alerts utility, select **Exit** from the **File** menu.

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## **Appendix C**

### **Glossary**

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**Account Number**

---

An account identification assigned by you. The account number must be unique since Risk Assessment Manager is using it as a key to index your database.

**Account Profile**

---

Listing of accounts in the current database. You can customize an Account Profile to present specific columns. You can adjust their order and column width.

**Accounts Receivable**

---

Balances due on accounts.

**Aging Information**

---

Amounts owing. [*See also* Accounts Receivable]

**Application Renewal Letter**

---

Customized letter requesting trade references and the most recent financial statement and stating renewal terms.

**Bank Reference**

---

Screen to enter the lender name, address, contact, line of credit, average balance, security. Information can be used to generate customized bank reference letters.

**Branch**

---

A business that reports to a headquarters. A branch is usually in the same type of business and carries the same business name as the headquarters.

**Business Structure**

---

The legal form of a business (e.g., Corporation, Proprietorship, Partnership).

**Collection Policy**

---

Set of rules to determine collection procedures. The rules can be tied to a specific follow-up action (e.g., "Call Customer").

## **Component Weighting**

---

Process of adjusting credit scoring components in a RAM scoring model. The total weight of all elements must equal 100%.

## **Corporation**

---

An artificial entity created by law to carry out business as authorized by its charter. A corporation stands entirely on its own, has its own assets and liabilities and its own rights and privileges. (See also *Business Structure*).

## **Credit Decision**

---

Final decision to extend or deny credit based on analysis of available data.

## **Credit Policy**

---

Credit limit and selling policy rules.

## **Customer Base Analysis**

---

Process of comparing any two or three database variables in order to segment and analyze an account base.

## **Customer Data**

---

Account demographic information.

## **Customer Name**

---

The client's name that the user has recorded in his file. It can be different from the legal name of the business.

## **D&B Data**

---

Information obtained from D&B's information base.

## **Day Sales Outstanding (DSO)**

---

Day Sales Outstanding (DSO) measures the age of the entire accounts receivable portfolio and provides a meaningful summary of the investment in receivables by comparing it with terms extended or a similar standard.

---

**Document Management**

---

Process of storing (archiving) and methodically or periodically purging information reports.

---

**DSO**

---

(*See* Day Sales Outstanding.)

---

**D-U-N-S Number**

---

A unique 9-digit identification number assigned by D&B to each business in the D&B information base (e.g., 20-000-0018). For businesses with multiple locations, each location is assigned its own unique D-U-N-S Number.

---

**Dynamic Information Label**

---

A message which appears when your mouse cursor remains on a screen object (e.g.: toolbar icon) for more than 1-2 seconds. The message indicates the object's purpose and/or use, and it usually appears in the vicinity of the cursor where the user can easily see it.

---

**Estate**

---

A form of ownership of property or business.

---

**Exception Rule**

---

A set of rules which govern "Accept," "Warning," and "Reject" indicator flags.

---

**Export**

---

Process of saving RAM data to an external ASCII file. This data can then be imported into other applications (e.g., spreadsheets).

---

**Filter**

---

Criteria for identifying specific records or a range of records. Filters can be used to limit operations to a subset of records (e.g., generating custom letters and reports).

## **Financial Data**

---

Screen in RAM used to enter asset, liability & net worth, income and ratio data for a customer. The financial data can be viewed in *comparison* or *variance* mode.

## **HQ D-U-N-S Number**

---

The D-U-N-S Number assigned to the headquarters of an account. If the account submitted is a branch location, D&B will return the branch D-U-N-S Number and *also* the HQ D-U-N-S Number.

<p>✓ <b>Note:</b> All business data returned for this account are from the HQ report.</p>
---

## **Import**

---

Process of inputting an external ASCII data file from another application into RAM's database tables.

## **Individual Report**

---

Report which lists an account's credit ranking, RAM score, credit information, and operational data.

## **Information Report**

---

Various D&B business reports such as the Credit Advisory System (CAS), Business Information Report (BIR), and Credit Guide which can be downloaded from the D&B information base.

## **Joint Venture**

---

An association of two or more business organizations or persons formed to carry out a particular business transaction for profit. (*See also* Business Structure.)

## **Judgment**

---

The decision of a court which resolves a legal dispute.

## **Legal Name**

---

The name of a business as collected by or reported to Dun & Bradstreet.

**Lien**

---

A claim or interest of a creditor in a debtor's property to secure payment of a debt or obligation.

**Limited Partnership**

---

A partnership composed of one or more general partners who generally conduct the business and one or more partners who contribute to the capital and who share the profits.

**Line of Business**

---

The type(s) of operation in which a business is involved.

**Lookup Tables**

---

RAM tables which the credit manager can customize for the RAM Score index. The tables list the properties which the account may possess. Based on these properties, the credit manager may assess the account to have more or less risk. The lower the value assigned to an attribute (-10 to 10), the higher the credit risk.

**Main Components**

---

Current PAYDEX, custom risk and credit score – the three main components whose weights can be adjusted to calculate the RAM score.

**N/A**

---

Not Available.

**NEC**

---

Not Elsewhere Classified.

**Non-Profit Organization**

---

An organization that is chartered and exists for not-for-profit purposes.

**Partnership**

---

An association of two or more persons who function as co-owners of a business for profit.



## **Pre-Screening Policy**

---

A set of rules to determine “Accept,” “Warning,” and “Reject” status. (*See also* Exception Rules)

## **Profile**

---

One or more rules, elements or criteria grouped together and referenced as a single unit.

## **Proforma**

---

An unaudited startup financial statement.

## **Proprietorship**

---

A form of business owned by one person, who is usually the manager.

## **Public Corp.**

---

A corporation whose shares are traded on a public stock market.

## **RAM Score**

---

The calculation result of a customized scorecard as weighted by the user.

## **Reminder Letter**

---

Customized letter to past due accounts.

## **Report Section**

---

Text portions of D&B information reports.

## **Selling Terms**

---

Set of rules to determine selling procedures.

## **SIC (Standard Industrial Classification code)**

---

The 4-digit SIC code is a U.S. government index that describes the function (manufacturer, wholesaler, retailer or service) and the line of business in which the

company is engaged. (The 1972 revision codes are used.) Dun & Bradstreet has developed a unique 8-digit SIC code to help further define a company's line of business. It represents a decomposition of the function and line of business (as designated by the 4-digit code) to a level of greater detail and specification. The first 4 digits of the SIC 8 are identical to the SIC code (4-digit version). The last 4 digits of the SIC 8 pinpoint a very specific line of business.

---

**Suit**

A legal procedure under which a plaintiff seeks a remedy from a defendant.

---

**Trade Reference Screen**

Screen to enter the supplier name, address, contact, high credit, owing, past due amount, payment manner, and selling terms. Information can be used to generate customized trade reference letters.

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**Zip Code**

A six-character code relating to the street address or the mailing address of a business.

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**BELLSOUTH DIRECT CASE**

**WC DOCKET NO. 02-304**

**EXHIBIT 6**



### Credit Profile

Return By Fax To: 404-688-3979	Estimated Monthly billing with BellSouth
Attention: Interconnection Services Finance	\$ _____
For questions concerning this application call 888-634-4114 or 404-927-1399	Estimated Number of Area Codes, Trunks or Lines _____

**Please Print And Complete All Information. Attach Copy of Fiscal Audited Statement**

Type of Business Applying For: <input type="checkbox"/> Local (Resale) Access <input type="checkbox"/> Facility Based CMRS (Wireless) <input type="checkbox"/> Payphone Services Provider (# of lines in the first 6 months) Other _____			
<b>Company Information</b>			
Business Name (Legal Name)		Doing Business As (Trade Style)	
Please Check One: <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole-Proprietor <input type="checkbox"/> Other			
Street Address		City	State Zip
Corporate Office Location (If different from above)		City	State Zip
(Area Code) Telephone Number	(Area Code) Fax Number	Dun and Bradstreet Number	Tax Id
Are you presently a BellSouth Interconnection Customer in another area of business? <input type="checkbox"/> Yes <input type="checkbox"/> No			
<b>Officer's Names</b>			
President		CFO	CEO
<b>Company History</b>			
Year Business Established	Principal Business of Firm		Company Web Site:
<b>Business Credit References</b>			
Company Name		City	State (Area Code) Telephone Number
Account Number	Contact Name		
Company Name		City	State (Area Code) Telephone Number
Account Number	Contact Name		
Company Name		City	State (Area Code) Telephone Number
Account Number	Contact Name		
<b>Bank Reference</b>			
Bank Name		City	State Account Number
Banking Officer		(Area Code) Telephone Number	(Area Code) Fax Number
I hereby authorize you to release to BellSouth any and all information which they may request concerning my account. I understand that such information will be held strictly confidential and will remain BellSouth's property whether or not credit is extended. I understand that security may be required by BellSouth to establish service. I certify that the above information provided for this credit profile is true and correct to the best of my knowledge.			
Signature (Authorized Individual Only)		Print Name	Date (MM/DD/YYYY)

**CERTIFICATE OF SERVICE**

I do hereby certify that I have this 10<sup>th</sup> day of October 2002 served the following parties to this action with a copy of the foregoing **DIRECT CASE** by electronic filing addressed to the parties listed below.

+Marlene H. Dortch  
Office of the Secretary  
Federal Communications Commission  
The Portals, 445 12<sup>th</sup> Street, S. W.  
Room 5-B540  
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/s/ Juanita H. Lee  
Juanita H. Lee

**+ VIA ELECTRONIC FILING**

BellSouth Telecommunications Inc.  
Direct Case  
WC Docket No. 02-304  
October 10, 2002